

Executive Presence – Your Leadership Edge



Today's business world has become intensely competitive. Professionals, who wish to build their brand, develop new client relationships or leverage their go-to-market strategy, must develop skills that will help them stand out from the crowd.

In order to do so, they must develop a unique set of skills that will cultivate respect, build trust and strengthen relationships. We believe it all begins with leadership presence.

The Program:

In this content-rich program, you'll discover some valuable tips, tools and strategies that will help you develop and build your presence. In the process, you will learn how to establish instant credibility and project yourself in a way that is aligned with who you really are.

Learner Outcomes:

At the end of this seminar, you will have the business savvy and knowledge that will increase your visibility, enhance your sphere of influence and improve your personal effectiveness.

All of these assets will add up to more self-confidence, stronger relationships and greater personal and professional success.

Who should attend?

Sales reps, financial advisors, accountants, client facing reps, future leaders, high potentials and anyone who would like to reach their full potential.

Class size:

12 – 20/session maximum

Developing Leadership Presence

- Leadership presence defined
- Building credibility, establishing trust
- Creating your personal presence strategy

Be Genuine - Be Yourself

- Who are you, really?
- What are your core values?
- Integrating your values

Lead from a Place of Respect and Compassion

- The power of respect in the workplace
- The correlation between respect and results
- Respect & compassion defined

Communicate with Impact

- Becoming an engaging communicator
- Creating your 30 second commercial
- Enhancing your vocal image
- Becoming an active listener

Managing first impressions

- Projecting poise, presence and charisma
- Reading and understanding body language
- Becoming your company's ambassador

Business Etiquette and Protocol

- How to work a room with ease
- The art of building rapport
- Networking tips and insights
- Dine like a diplomat

The Power of Personal Accountability

- Removing self-limiting beliefs
- Moving from blame to outcome
- Taking responsibility for your life & relationships

Striving for Balance

- Optimizing personal effectiveness
- Minimizing stress, improving focus
- Living in alignment with your priorities

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Sample of 2015 Course Ratings

Instructor Evaluations: Kimberley Richardson

Industry: **Chartered Accountants**

Presentation Style	95.0%
Subject Knowledge	97.5%
Handling Questions	95.0%
Use of Examples	90.0%
Course Evaluation	<u>97.5%</u>
OVERALL TOTAL	<u>95.0%</u>

Content Evaluation:	Yes	No	Somewhat
Depth Is the course material of sufficient depth/breadth to impart new information to you?	10	0	0
Expectations Did the course meet your expectations?	10	0	0
Useful Will the materials be a useful reference source for you?	10	0	0
Value Will the course be of practical value to you?	10	0	0
Recommend Would you recommend this course to others?	10	0	0

Industry: **High Tech**

Presentation Style	98.7%
Subject Knowledge	98.7%
Handling Questions	98.7%
Use of Examples	98.7%
Course Evaluations	<u>97.3%</u>
OVERALL TOTAL	<u>98.4%</u>

Content Evaluation:	Yes	No	Somewhat
Depth Is the course material of sufficient depth/breadth to impart new information to you?	15	0	0
Expectations Did the course meet your expectations?	15	0	0
Useful Will the materials be a useful reference source for you?	15	0	0
Value Will the course be of practical value to you?	15	0	0
Recommend Would you recommend this course to others?	15	0	0

Industry: **High Tech**

Presentation Style	98.0%
Subject Knowledge	98.0%
Handling Questions	98.0%
Use of Examples	94.8%
Course Evaluation	<u>98.0%</u>
OVERALL TOTAL	<u>97.4%</u>

Content Evaluation:	Yes	No	Somewhat
Depth Is the course material of sufficient depth/breadth to impart new information to you?	16		1
Expectations: Did the course meet your expectations?	16		1
Useful Will the materials be a useful reference source for you?	17		
Value Will the course be of practical value to you?	16		1
Recommend Would you recommend this course to others?	16		1

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Participant Testimonials:

"I had the pleasure of attending Kimberley's training on Leadership Presence through the Oracle Women's Leadership group in December 2011. This is the best training I've attended at Oracle so far. The principles shared in this training are beneficial and helpful to my role as a sales representative, as a wife and as a parent. I highly recommend Kimberley to individuals and organizations who want to strengthen their personal/corporate values and ensure their long-term success."

*Nicole Duterte - Business Development Manager
Oracle Canada*

"Amazing course! Instructor was professional, engaging and passionate. Kept me interested the entire day. Thank you Kimberley."

"Very appealing, interesting. While I've been to similar sessions, I enjoyed Kimberley's" refreshing approach. A "whole life" view of things – no flash, no ego, etc."

'This is one of the best courses the Institute has offered. I hope they continue to offer it in the future.'

"Kimberley did a nice job in presenting the material and relating to us. Kimberley spoke from a place of expertise and seemed to embody all of the strengths discussed in the workshop (ie. credibility, trust, leadership.)"

"The course material was interesting, memorable and relative to both my personal and professional life which I feel is a tough marriage. - Excellent course!"

'Best soft skills course I've attended.'

"Very engaging throughout the day: lots of practical information presented in a fun way; loved the interactive style. Kimberley's presentation style is amazing!!"

'Course focused on techniques rather than theory which makes it a much more applicable/useful course.'

'Delivered great soft skills that are demanded for business management and development.'

'Many practical easy to remember tips for improving communication and presence.'

"Excellent facilitator - Asked for everyone's goals for the course and ensured everyone's goals were met."

"Every CA alive should take this course."

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Seminar Leader:



Kimberley Richardson

Kimberley is the President and Co-founder of Imagemakers International, a leadership and personal development company that specializes in the creation of genuine leaders. Over the past eighteen years, through her content-rich keynote speeches, leadership seminars and executive coaching programs, she has inspired thousands of individuals to reach their full potential.

Audiences have described her as, 'enlightening', 'thought-provoking' and 'life-changing'. Formerly a top sales executive with Xerox Canada and Oracle Canada, Kimberley has appeared on national television and her expertise has been sought out for both radio and newspaper interviews. By touching people's hearts and engaging their minds, she inspires people to be the best they can be and in turn, help them become role models and genuine leaders.